

Motorola W230

Sales Channel Communication Document



MOTOROLA



Quality Phone

Part Number:

W230

List Price:

\$89.99

Activated Price:

FREE!!

With Talk, Text & Internet:

FREE!!

Key differentiators from other phones:

1. The W230 doesn't have a camera so it is great for people that have this business requirement, or just want a basic phone.
2. Sound quality. This phone has a new technology called CrystalTalk which improves sound quality using a digital signal processor. This works with most hearing aids and has lots of volume.

Performance Grades	
Overall Quality	B
Reception	B
Voice Quality	B
Battery Life	C
Ergonomics	B
User Interface	C

A grade of "C" is average.

Key Features
No Camera
Loud Ringtones
microSD card Slot
FM Radio
Comfortable to Hold
HAC M3T3 Certified

Important Additional Benefits:

- Full music and video player built in to offer a great music experience. This saves customers the hassle and money they would spend on getting an iPod or other media player since they have the same features in this one great phone.
- microSD card slot gives customers the ability to expand their memory up to 2 GB so they can travel with their music and pictures.





What you should know about this phone:

- This phone does NOT have bluetooth and so it should not be sold with a car kit
- Standard Motorola menu that is similar to the W510. If you have not used Motorola phones before, they are known for their ease of use since they have a "PLAIN ENGLISH" type of menu system and a logical workflow.
- **Use ONLY power and USB cables designed for Motorola with this phone.** HTC phones, which commonly use the same connector will not power this phone, nor will the Motorola designed power adapters charge an HTC device.

Bluetooth Compatibility:

- NONE, this phone does not have Bluetooth or infrared compatibility.

Compatible Accessories:

Picture	Description	Picture	Description
	Car Charger: \$24.95 Part Number: 457946		Battery: \$49.95 Part Number: SNN5804
	Home Charger: \$24.95 Part Number: 449838		Leather Case: \$19.95 Part Number: 21683

Warranty, Returns and Repairs:

- The Motorola W230 has a 1 year warranty for manufacturer defects
- Follows the standard repair, OBF and return procedures for Motorola phones

Cellebrite Data Transfer Instructions:

1. Select the proper transfer method (Phone to Phone, Backup or Restore).
2. Select "**Motorola GSM**" as the Source or Target "**Vendor**".
3. Select "**Motorola W230**" as the Source or Target "**Model**".
4. The Cellebrite cable for data transfer is #80.
5. Before plugging in the W230 into the transfer device, you will need to set the USB Setting to allow for "**Modem**" connections. To do this, on the phone press **Main Menu -> Settings -> Connections -> USB Settings -> Modem**. Then press "Continue" on the transfer device.
6. Follow normal transfer protocol to transfer, backup or restore data to or from this phone.

Important Links:

- This Motorola W230 comes from the distributor with programming for Internet and Picture Messaging (WAP/MMS). **YOU DO NOT NEED TO PERFORM A MMS/WAP OTA** on this phone for initial sale. However if a phone's programming has been tampered with, it may be necessary to delete the original settings and re-program the phone. Those instructions are listed below.
 - OTA Instructions: <http://utc/training/unionuniversity/files/phones/w230.pdf>
 - Manual Programming Instructions: <http://utc/training/unionuniversity/files/phones/w230.pdf>
- Manufacturer's Website: <http://www.motorola.com/motoinfo/product/details.jsp?globalObjectId=219>